

SBNZ Pathway #2 — Leads to Sales (30-Day Plan)

Generate more enquiries and improve conversion with a simple weekly pipeline rhythm.

Who this pathway is for

- You want more work coming in consistently.
- You have leads but follow-up is patchy, slow, or inconsistent.
- You need a repeatable system (not random marketing).

What you should achieve

- A simple lead engine (2–3 channels) running weekly.
- A clear sales pipeline with stages and follow-up cadence.
- Improved quote acceptance through better communication and objection handling.

Step-by-step plan

Phase	What to do	Time	Notes
Days 1–3	Define your offer + ideal customers; set one clear call-to-action.	60–90m	Keep it simple; one primary offer.
Days 4–7	Set up pipeline stages + follow-up cadence; start tracking every lead.	60m	If it's not tracked, it doesn't exist.
Week 2	Launch 1 campaign (email/social/referrals) and commit to weekly activity targets.	60m	Measure activity, not hope.
Week 3	Improve conversion: tighten quote cover letter + objections + follow-up scripts.	60m	Follow up is where profit lives.
Week 4	Install weekly sales	30m	Same time weekly.

	review rhythm (15–30 mins) and keep optimising.		
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Use these SBNZ resources

- 003.2 Lead Generation Toolkit (start with Read Me First).
- 003.7 Sales Pipeline + Follow-Up Toolkit (cadence + tracker + weekly review).
- 003.8 Marketing Engine Toolkit (offer builder + campaign planner + referrals + reviews).
- 002 Quick Wins: Lead Follow-Up Scripts + Weekly Activity Planner + Review Request Scripts.
- 003.17 AI Productivity Toolkit (social/email drafts, quote cover letters, follow-up messages).

Common pitfalls to avoid

- Trying to run 10 channels instead of 2–3 done properly.
- No follow-up cadence (most sales happen after follow-up #2–#5).
- Discounting too early instead of improving clarity and value.
- Not tracking lead sources and conversion — you can't improve what you don't measure.

Simple KPIs to track

- New enquiries per week (by source).
- Quote-to-win % (monthly).
- Average time to respond to enquiries (same day target).
- Follow-up count per quote (target 3–5).
- Weekly sales activity targets completed (calls/emails/meetings).